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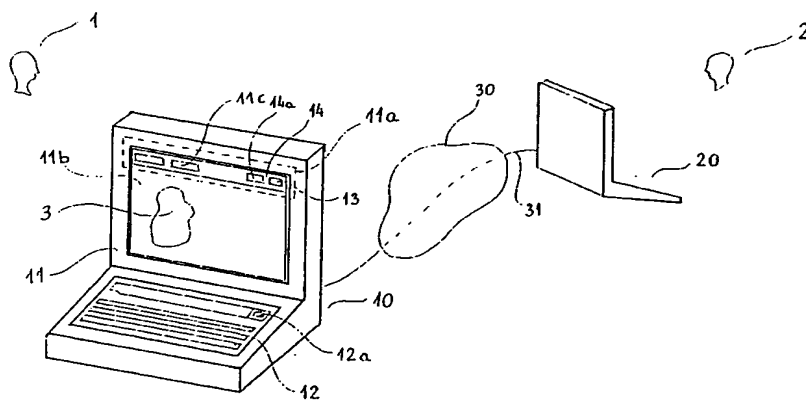
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(54) Title: PROCEDURE AND INTERACTIVE COMMUNICATION UNIT FOR INITIATING PURCHASE THROUGH THE
INTERNET BETWEEN A SELLER AND A BUYER



(57) Abstract: The invention relates to a procedure according to the invention for initiating purchase through the Internet between a seller and a buyer, in the course of which the virtual data units of the seller's products and/or services is sent to the buyer's communication unit through a signal forwarding network, and at least a part of the virtual data units of the products and/or services is displayed on a display unit, and using the signal forwarding network an information technology command channel needed to initiate purchase is established between the seller's communication unit and the buyer's communication unit, and the purchase is initiated by activating the information technology command channel, characterised by that before starting the purchase an internal transaction initiating interface (14) is created deriving from the buyer's (1) communication unit (10) and only accessible by the buyer's (1) communication unit (10), the transaction initiating interface (14) is provided with an exclusive address (14a), the exclusive address (14a) of the transaction initiating interface (14) is allocated to the command channel (31), and the purchase is initiated by activating the transaction initiating interface (14).

WO 2004/051530 A1